

What is claimed is:

1 1. A method of enabling interactive communications
2 between mass media operators and mass media audiences
3 comprising:
4 associating an interactive prompt with a communication
5 of a mass communications medium, so that the interactive prompt
6 is received by an audience member; and
7 receiving a response from the audience member in
8 response to the interactive prompt from a communications device.

1 2. The method of claim 1, wherein the communications
2 medium comprises a television broadcast network and the
3 communication comprises a television program.

1 3. The method of claim 1, wherein the mass communications
2 medium comprises a radio broadcast network and the communication
3 is a radio program.

1 4. The method of claim 1, wherein the mass communications
2 medium comprises a print medium and the communication is an
3 issue of a printed publication.

1 5. The method of claim 2, wherein communications device
2 operates according to a wireless communications medium protocol.

1 6. The method of claim 5, wherein the communications
2 device is a mobile telephone and the wireless communications
3 medium protocol is Wireless Access Protocol.

1 7. The method of claim 1, wherein the communications
2 medium protocol is Hyper-Text Transfer Protocol.

1

1 8. The method of claim 2, wherein associating comprises:
1 providing the prompt for insertion in the television
2 program prior to a transmission of the television program over a
3 television broadcast transmission medium to a television
4 receiver.

1 9. The method of claim 8, wherein providing comprises
2 providing the prompt to a character generator for insertion in
3 the television program as text.

1 10. The method of claim 8, wherein providing further
2 comprises providing the prompt for insertion in the television
3 program as audio.

1 11. The method of claim 2, wherein receiving further
2 comprises:
3 providing a Web site to receive the response.

1 12. The method of claim 8, wherein associating further
2 comprises:
3 receiving data concerning the interactive prompt, the
4 data including time scheduling of the interactive prompt within
5 the broadcast.

1 13. The method of claim 12, wherein providing further
2 comprises:

3 providing the Web site to receive the response based
4 on the time scheduling of the interactive prompt within the
5 broadcast.

1 14. The method of claim 8, wherein the television
2 broadcast transmission medium is cable.

1 15. The method of claim 8, wherein the television
2 broadcast transmission medium is satellite.

1 16. The method of claim 8, wherein the television
2 broadcast transmission medium is terrestrial.

1 17. The method of claim 8, wherein the television
2 broadcast transmission medium is aerial.

1 18. The method of claim 3, wherein associating comprises:
2 providing the prompt for insertion in the radio
3 program prior to a transmission of the radio program over a
4 radio broadcast transmission medium to a radio receiver.

1 19. The method of claim 18, wherein the radio broadcast
2 transmission medium is aerial.

1 20. The method of claim 18, wherein the radio broadcast
2 transmission medium is a digital transmission medium.

1 21. The method of claim 4, wherein associating comprises:
2 providing the prompt for insertion in the printed
3 publication prior to a delivery of the printed publication over

4 a printed communication medium to the audience member.

1 22. The method of claim 21, wherein the print
2 communication medium is a paper publication.

1 23. The method of claim 21, wherein the print
2 communication medium is a digital medium.

1 24. The method of claim 21, wherein the print
2 communication medium is a billboard advertisement located in a
3 public place.

1 25. The method of claim 5, wherein the communications
2 device is a mobile telephone and the wireless communications
3 medium protocol is Short Message Service.

1 26. The method of claim 1, wherein the communications
2 device is a handheld computing device.

1 27. A computer program product residing on a computer
2 readable medium for enabling interactive communications between
3 mass media operators and mass media audiences, comprising
4 instructions for causing a computer to:

5 associate an interactive prompt with a communication
6 of a mass communications medium by an operator of the mass
7 communications medium so that the prompt is received by a member
8 of an audience of the communication; and

9 enable the audience member to provide a response to
10 the interactive prompt using a communications device that
11 operates according to an Internet communications protocol.

1 28. A computer program product residing on a computer
2 readable medium for enabling communications between mass media
3 operators and mass media audiences, comprising instructions for
4 causing a computer to:

5 generate a prompt for inclusion in a broadcast of a
6 program;

7 associate timing parameters with the prompt to
8 schedule an occurrence of the prompt within the program;

9 associate the prompt and the program with a Web site;

10 and

11 use the timing parameters to control the associated
12 Web site to receive responses to the prompt from members of an
13 audience of the program.

1 29. A server system comprising:

2 a server configured to exchange communications with a
3 client computer, the communication exchanges of a type that
4 enables the client to associate timing parameters and attributes
5 with an interactive prompt played during a program, and
6 associate the interactive prompt with a Web site supported on
7 the server so that the Web site is prepared to receive responses
8 to the prompt from viewers.

1 30. The server system of claim 29, further comprising:

2 a database coupled to the server;

3 wherein the server adds an entry for the interactive
4 prompt in the database and stores the responses received from
5 viewers in the database entry; and

6 wherein the server communicates the responses to the
7 client computer for viewing by a user of the client computer.